



Insurance Institute of India, COI, Kolkata

Virtual Training Session on Marketing of Insurance Services New Vistas (CVT) (Program ID: CPC), 19th January, 2026

Program Concept and Objectives:

Everyone in an organisation is directed towards marketing activities, visibly and/or invisibly. The term marketing often has been misunderstood by the people in an organisation, and act in silos. India is rapidly transforming and developing on all socio-economic fronts; more so digitally driven. Perfect competition is in place. Marketing strategies are taking shifts for wider market penetration for the providers.

Insurance being in the Financial Service sector has its own challenges (Insurance is primarily a Push product for sale), its services for acceptance in an ever increasing competitive market. All the organisations in the insurance ecosystem need to understand well the marketing fundamentals and the marketing mix to create each provider's USP, not only for profitable growth in business but also to create value additions to the Customers' Experience.

COI has created 'Virtual Training (CVT) Rooms' as a cost-effective mechanism for participants to equip themselves academically at their respective locations.

Key Takeaways from the program: The program aims at making the participants unlearn and relearn:

- On all pervasive concept of marketing with a sense to practice
- On the marketing strategy
- On the branding strategy
- On Product and service innovations
- On making the competition irrelevant, creating a situation of an uncontested market Sounds magical but doable!

Participant's Profile:

- The Program is designed for Executives from Insurance Companies, Brokers, IMF, TPAs and other professionals from marketing or any other field.
- Certificates shall be earned by the participants on successful completion of the program.

Program Fees: ₹ 1770/- (₹ 1500/- plus 18% GST).

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Program Date:
19th January 2026

Program Duration:
1 day (CVT)

Program Time (IST):
10.30 AM to 01.30 PM (3 Hrs.)

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